

Henry

age: 22-26

residence: within 30 minutes drive of UofSC campus

education: grad student

occupation: research

marital status: single

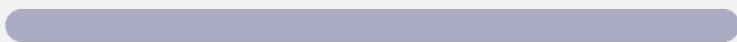


Ow- My knee! Bus, wait on me!!

Henry is a graduate student who spends most of his time in various labs across campus. He commutes to campus, but due to limited parking and a long-term leg injury, walking long distances across campus is painful and inconvenient. Therefore, he wants to be able to rely on the bus system to go between his parking spot, the lab, and various meeting spots across campus. However, with delays and a confusing app interface, he has a hard time using the buses. While comfortable using the internet for research and communication, he's less familiar with using mobile apps and prefers simplicity and reliability.

Comfort With Technology

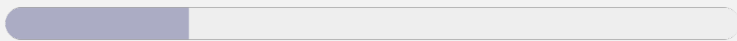
INTERNET



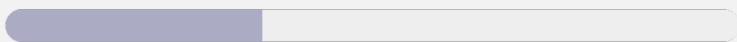
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Attending the full duration of research sessions and meetings

Needs

- access to reliable transportation
- easy to use and reliable mobile apps

Fears

- His knee keeping him from getting to work on time

Bob Myers

age: 18-26

residence: Columbia, SC

education: College

occupation: Student

marital status: Single



Need to get from point A to point B and broke.

Spends their day doing homework and going to classes. They are constantly in a rush from point A to point B. They are tech savvy but lack the patience and time to handle complex apps.

Comfort With Technology

INTERNET



SOFTWARE



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SOCIAL NETWORK



Needs

- Needs to know bus locations
- Needs to know their own location
- Needs to get from point A to point B on time

Values

- Values time and ease of use above all else

Criteria For Success:

Use the USC shuttles to get to places on time

Wants

- to be lazy and do minimal walking around campus
- to be efficient with their time

Fears

- being late or missing classes
- last minute delays that waste their time

Jane Doe

age: 20s

residence: Off-campus

education: Undergraduate college student

occupation: Student

marital status: Single



A quote from to help define their voice and personality.

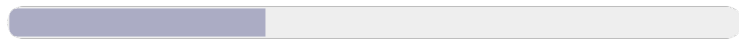
Just another university student. she knows how to use the Internet but it still takes a while for her to learn to use new software.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success: Being able to effectively set a route from her apartment block to the main campus.

Needs

- Concise routing, including paths to walk
- Accurate ETAs for shuttles
- Intuitive UI

Wants

- Live tracking for buses
- Bus capacity monitor
- Notifications for arrivals of buses at a given stop

Fears

- Missing something important because she didn't know when the bus was coming.

Jeff

age: 20

residence: Columbia, South Carolina

education: High School Diploma

occupation: Part-Time Job at Chic-Fil-A

marital status: Single



Regular university student working a part-time job to pay the bills. His schedule is usually very full, but doesn't have a car, so he needs a reliable way to use the shuttle. He's pretty comfortable with technology, but doesn't use many mobile apps.

Comfort With Technology

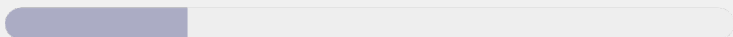
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Accessible transportation
- Easy to navigate app to access said transportation

Values

- He values being on time and being generally punctual

Criteria For Success:

Getting to his job and classes on time.

Wants

- Wants to put in the least amount of effort to get to places.

Fears

- Afraid of being late for work and class.